



*Always Ready
Always There*

The Gem State Guardian

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Annual fundraising campaign gives back to Idaho National Guard families

Photo, story by Col Tim Marsano

CKE owns the Carl's Jr. and Hardees Restaurant chains, and since 2011 has been holding a fundraising campaign known as Stars for Heroes. The campaign runs for three weeks each spring. To participate, restaurant guests donate \$1 in support of military charities. For each \$1 donation, guests receive a commemorative "I am supporting military veterans and families" patriotic star-shaped cut out to personalize and place on display in the restaurant. They also receive restaurant coupons valued at more than \$10 to use toward future purchases. Customers can also donate to the campaign online via the Stars for Heroes Facebook page:

www.facebook.com/starsforheroes.

"Supporting our nation's military is a cause important to our customers, employees and franchisees; it's also a personal passion of mine," said Andy Puzder, CEO of CKE Restaurants, Inc., the parent



Senior Enlisted Leader Chief Master Sgt. Carlo Fenicottero receives a \$20,000 check from Clayton Jones, of CKE Restaurant Holdings, Feb. 5, 2015. The check is designated for the Idaho Guard and Reserve Family Support Fund

company for both Carl's Jr. and Hardee's. "We've done some amazing things these past two years, in regard to both monetary fundraising and supporting the missions of our military charity partners on-the-ground. It's all thanks to the incredible support and generosity of our franchise community - The Independent Hardee's Franchise Association (IHFA) and Star Franchise Association (SFA) –

along with our company employees and loyal customers. Stars for Heroes is our small way to show our appreciation and give back to those heroes who have given so much for us."

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